**First-Time Reader Audit**

**When you arrive at the blog, BEFORE you start clicking, take a few minutes to jot down your first impressions.**

* What do you think about the blog?
* What did you “feel” when you first arrived?

**Now EXPLORE the blog. Then answer the following questions.**

* Is the blog easy to navigate? Why or why not?
* Are the blog posts easy to read? Why or why not?
* Is color used appropriately? Did it add to or distract from the blog?
* What questions do you still have after surfing this blog?

**Finally, reflect for a few minutes on your overall experience. Then answer the following questions.**

* What words would you use to describe the design of this blog?
* What are the main things you will remember about this blog 10 minutes from now?